

Beauty  
and  
Harmony  
in the  
Home

FOR MODERN HOMES  
**OLSON  
VELVETY  
RUGS**



PATTERN  
NO. 656

**OLSON RUG COMPANY**

**CHICAGO**



## Forty-eight Years

- In the same business.
- Occupying the same location in Chicago.
- Under the same successful management.
- Now making rugs for daughters and granddaughters of first customers.
- The largest and oldest manufacturers of rugs from old carpets in the world.
- (We make over 1,200 rugs a day.)

YOU ARE CORDIALLY INVITED TO VISIT OUR  
RUG FACTORY WHEN IN CHICAGO

**Grand Prizes**  
Olson Rugs have been awarded Grand Prizes at the World's Fair, Chicago; Pan-American Exposition, Buffalo; and at fifty-two other Fairs and Expositions.



**Catalog  
No. 68**

The prices in this catalog take the place of prices in all other catalogs.

Established 1874

We occupy this entire building,  
225,000 square feet of floor space.

**The Factory Behind the OLSON VELVETY RUG**

Copyright 1922, Olson Rug Co.

# A Message to You

*From the President of the Largest Rug Factory  
in the World Dealing DIRECT With the Home*



**O**LSON VELVETY RUGS have caused a sensation in the rug business. Nothing to equal them has ever been made by others from old carpets, rugs and old clothing. They rival in appearance and wearing qualities the high grade Wiltons and Axminsters—yet cost only one-half as much.

Because of their likeable, livable qualities and unusual durability and because they give their owners **pride of economy**, OLSON VELVETY RUGS are used in thousands of the most exclusive homes (homes that could well afford higher priced floor coverings), as well as the large hotels and most select clubs.

The OLSON VELVETY RUG is the kind of floor covering you have always longed to have—at **one-half the price**. It is by far the best rug you can get for the money, no matter where you look.

The appearance of the home expresses the tastes, habits, and ideals of those who live there. That is why discriminating women, everywhere, welcome this chance to secure harmonious, two-toned VELVETY RUGS for their floors—floor coverings that give that unmistakable atmosphere of refinement and contentment so characteristic of our best American homes.

**Because one and two-toned rugs will harmonize with the decorating scheme of every room they are recommended today by the best interior decorators, and demanded by fashionable women.**

Picture a beautiful OLSON VELVETY RUG in your home. You can select any color or pattern shown in this book, regardless of the color of the material you send us.

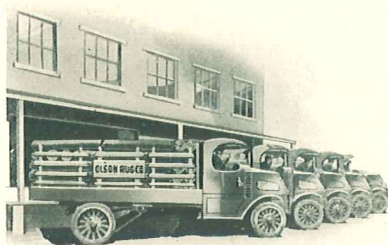
Rooms used in this catalogue to illustrate the refined, harmonious effect of up-to-date one and two-toned OLSON VELVETY RUGS are actual reproductions from some of the finest homes in this country.

I urge you to read my liberal guarantee on the back cover. I expect it to be taken literally, word for word. I have written it just as strong, direct and clear as I know how. Our immense factory organization, the strongest banks in the United States and over 1,000,000 satisfied customers stand back of this guarantee. The Olson Rug Co. is a national institution whose success has been founded upon 48 years of honest advertising, prompt delivery, small profits, and no misrepresentations.

A stylized, cursive signature that reads "D. C. Olson".



# How Your Old Materials Are Made Into New Velvety Rugs



THE intensely interesting story of how your old material is transformed **within one week** into beautiful new, rich-toned OLSON VELVETY RUGS is a lesson in efficiency and practical economy. Aided by the most improved machinery, perfected and patented by the Olson Rug Company, our expert workmen are able

to **reclaim** the material in your old carpets, rugs and old clothing and weave it into new rugs, so superior to rugs made by any other concern from old material, that there is no comparison.

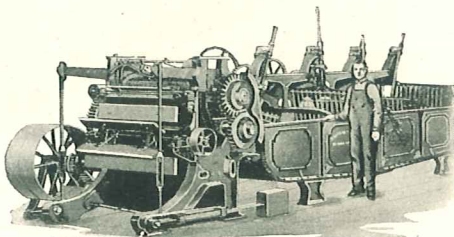
In fact, the only rugs that can compare with OLSON VELVETY RUGS are the high-grade Wiltons and Axminsters, made from new material—and they cost twice as much.

So that we can get your material the same day it arrives in Chicago, we maintain a fleet of auto trucks which call at every freight depot in Chicago twice a day. The moment your carpets, rugs and old clothing arrive at our factory, they are weighed, and a card is attached giving full directions for filling your order, and carrying out your instructions.

Not a moment is lost. Your old material starts at once on its one-week journey, which will turn it into beautiful, **two-tone** floor coverings that will give a lifetime of usefulness.

## CLEANING AND SCOURING

Your old material goes immediately from the scales into a large net bag, which prevents it from getting mixed with the material of other customers. This bag is placed in an immense scouring machine. A special scouring liquid is mechanically forced through all parts of your carpets, rugs and old clothing, thoroughly disinfecting and washing



An Olson Scouring Machine

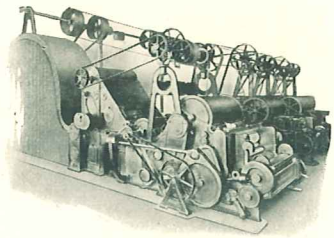
If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



them. This liquid removes all ink, grease and other stains. Even the hardest germs are unable to survive this thorough cleaning process.

## RECLAIMING THE WOOL

Your material is then run through an automatic wringer and hung up in the drying-room. In thirty minutes' time it is not only thoroughly dried but immaculately clean, bright, soft and fresh.



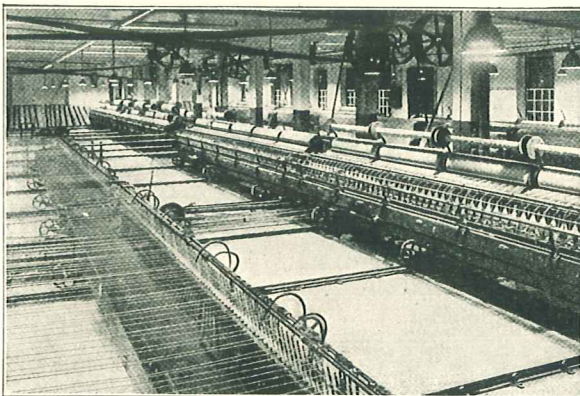
Olson Preparing Machines

Your old carpets, rugs and old clothing are hurried to the preparing machines. We are the only concern in the rug business which operates such great labor-saving devices. These machines are of our own invention and fully protected by patents. Each one alone cost us \$5,500.00 to install.

Here your old material is cut and frayed. In a day one machine prepares 7,000 pounds of material for the pickering and carding machines, where the material is carded and combed into long, soft, fluffy fibres, the equal in every respect of new wool.

## SPINNING

Upon our immense spinning machines, 125 feet long and of the latest type, your **reclaimed** wool is tightly spun into the finest kind of rug yarn. The remarkable strength and extreme tightness of the yarn are responsible for the long life of service one gets from OLSON VELVETY RUGS.



Olson Spinning Machines

## DYEING

A force of expert chemists dye your yarn the exact shade required for your new rugs. Great care is taken to see that every particle of the yarn is penetrated by the dye. Thus fading or unevenness of shade is prevented.

The great care used

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)





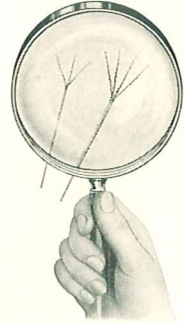
Prepared Wool Material

in the dyeing process causes the yarn to remain pliable and soft, adding longer life to your rugs. Under heavy pressure of steam the yarn is dried and the dyes made absolutely fast. Your material, now in the form of fine rug yarn, is wound into cops and sent to the loom.

## WEAVING

In the expert weaving of OLSON VELVETY RUGS lies another secret of their remarkable durability and beauty. Realizing that every rug we send out must be a recommendation for the Olson Rug Company, our skilled weavers, many of whom have been with us for more than 35 years, weave the yarn in your rug in such a way as to bring out all the rich lustre. The power looms "beat" the yarn into the rug with such force that the body is as strong as leather.

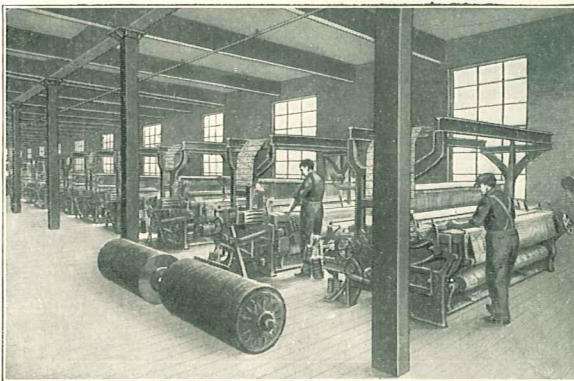
The nap of the rug (or the surface you walk on) is short and strong. This velvet-like surface does not mat down after being worn, but like the fine Wiltons is always "straight up." Thus a Velvety Rug is easy to keep clean; and it is soft and pleasant to walk on.



This illustration shows the 4-ply warp (four strands) we use. Compare it with the 3-ply warp (three strands) used by most rug weavers.

## WARP

"The strongest chain is no stronger than its weakest link," and a rug is no stronger than the warp on which it is woven. The warp that holds the rug together is in all respects the life of the rug. Nearly all rug weavers use only **two or three ply warp**. For 48 years the Olson Rug Company has used the best quality, long staple, hard spun **four-ply warp**.



A small section of Weaving Room showing Olson Power Looms

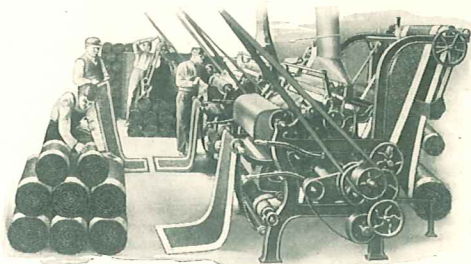
That is one reason why Olson Rugs wear for a lifetime.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



## BINDING—TRIMMING

From the weaver your rug is sent to the binding room, where patented machines coil the heading ends and lock-stitch twice. This gives the rug a substantial binding and a neat finish. The rug is put through a trimming machine which shears the surface to perfect evenness.



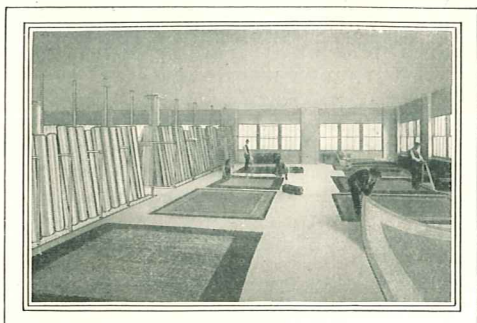
Olson Trimming Machines

All of the rugs shown in this catalogue were made either from old carpets and old rugs alone, or old carpets, rugs and old clothing combined. After we have reclaimed your old material, even an expert cannot tell the difference between the reclaimed wool fibres and new wool material in an expensive rug bought outright from a rug store.

It has taken us years of careful work and thousands of dollars in money to make the OLSON VELVETY RUG the splendid floor covering that it is today. All the basic patents and processes by which the OLSON VELVETY RUGS are woven are owned by the OLSON RUG COMPANY. You get the full benefit of the great money saving made possible by the OLSON PROCESS.

## WE GUARANTEE—

—every rug to be richer, deeper and softer in color than shown by the illustrations in this catalogue. No picture can convey the soft, smooth texture and the deep, rich tones as they actually are in OLSON VELVETY RUGS. We guarantee the OLSON VELVETY to give the same wear and satisfaction that you would get from any floor covering obtained elsewhere at twice the price you pay us for weaving.



Inspection Room



If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



# Send In All Kinds of Old Carpets and Rugs

**B**Y the PATENTED OLSON PROCESS we are able to *RECLAIM* the material in all kinds of old carpets and rugs and then *DYE* and *REWEAVE* this material into bright new OLSON VELVETY RUGS that are just as fine as store rugs of new wool. You can select *ANY COLOR* or *PATTERN* shown in this catalogue, regardless of the color of your old material.

Send in all kinds of old carpets and rugs, including any of the following:

Wool Ingrain	Axminster
Cotton Ingrain	Wilton
Brussels	Tapestry
Fluff Rugs	Smyrna
Velvet	Velvety
Moquette	Chenille

We can weave beautiful new VELVETY

RUGS from a *combination* of all kinds of old carpets or rugs, or we can weave VELVETY RUGS entirely of any one kind alone.

Don't bother to clean or prepare your old material in any way. Send it just as it is. We thoroughly scour, clean and disinfect all material.

## About Old Clothing And Other Materials

If you lack the necessary number of pounds of old carpets or rugs to complete the new rug you want, you can add some old clothing and other cloth materials (see list below). *But not more than one-third of the material you send us can be old clothing.*

**WOOL.** We are able to reclaim the fibres in old wool clothing and other wool materials so that they can be worked in satisfactorily with the reclaimed wool from your old carpets and rugs. There is nothing unusual about this. Practically all the good grade clothing worn today contains some wool that has been reclaimed by the large clothing mills from used clothing. Send any of the following:

Sweaters, pants, underwear, blankets, shawls, chenille, shirts and tapestry curtains, coats (not overcoats).

**COTTON AND LINEN.** We are able to reclaim the fibres in any cotton or linen you may send us so that they can be worked in satisfactorily with the new warp material that we use to make our strong four-ply warp. Send any of the following:

Curtains, sheets, table covers, skirts, waists, underwear, sweaters, suits, wool fibre rugs, white and colored goods (not narrow strips). We cannot use silks, or stockings.

**IF YOU LACK MATERIAL**—You can probably secure the extra number of pounds that you need from your friends and neighbors for the asking.

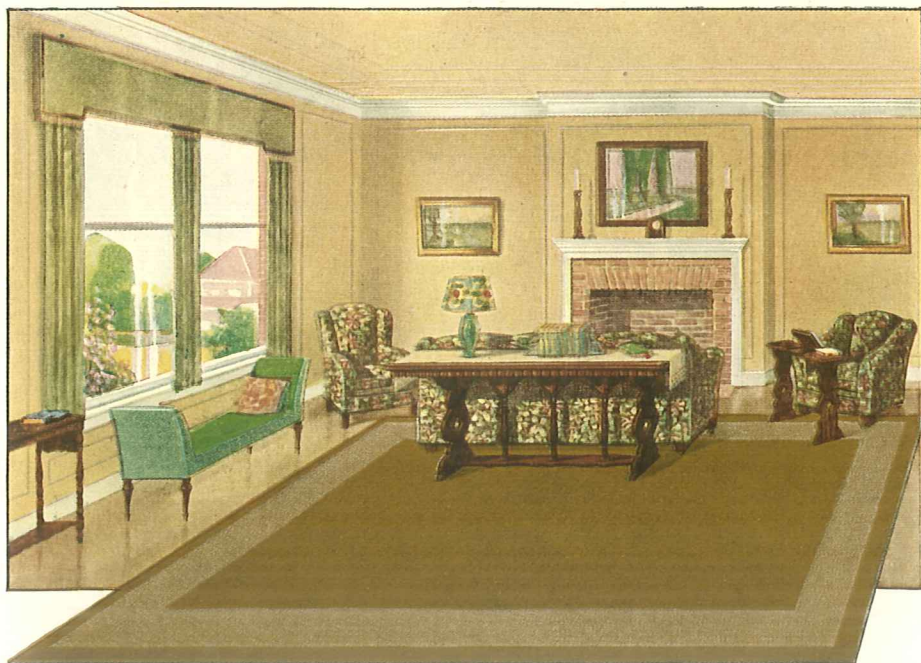
If you still lack enough old material we will furnish new wool stock at 15c a pound (what it costs us).

## Hall Runners and Odd Size Rugs

Below each rug shown in this book you will find the price per square foot for weaving RUNNERS and other SPECIAL SIZE RUGS. It is a simple matter, therefore, to figure the price of these special sizes. If, however, you wish an irregular shaped rug, send us a diagram or sketch of your room showing the exact measurements of the rug you want and we will quote you our price for weaving. We cannot weave a rug narrower than 27 inches or shorter than 36 inches.

An OLSON VELVETY RUG when completed weighs about the same as the finest grade Wilton.

NO "EXTRAS" OF ANY KIND



**PATTERN 657 — BROWN**  
All Sizes Reversible Seamless

Price for the **\$23<sup>35</sup>**  
8 x 10 ft. size

THE suitability of this rich-toned brown Olson Velvety Rug for all rooms in the home makes it one of the greatest favorites with our customers. The center and narrow outside border are a beautiful shade of brown. The wide inner border is a light tan that makes an attractive contrast with the brown. This rug will give a cheerful, homey atmosphere to any room. It does not show dirt.

Like all OLSON VELVETY RUGS, the pattern and colors appear identically the same on both sides. When one side is worn the other can be used. You get two rugs for the price of one.

OLSON VELVETY RUGS are absolutely dependable—the acme of perfection in construction, material, dye-stuffs and finish—moderately priced, but in every respect measuring up to the standard of the good grade of Wilton.

We dye your material free with fast dyes; and weave and complete your rugs in **one week**.

Our iron-clad guarantee protects you absolutely against disappointment. Read our guarantee on back cover.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

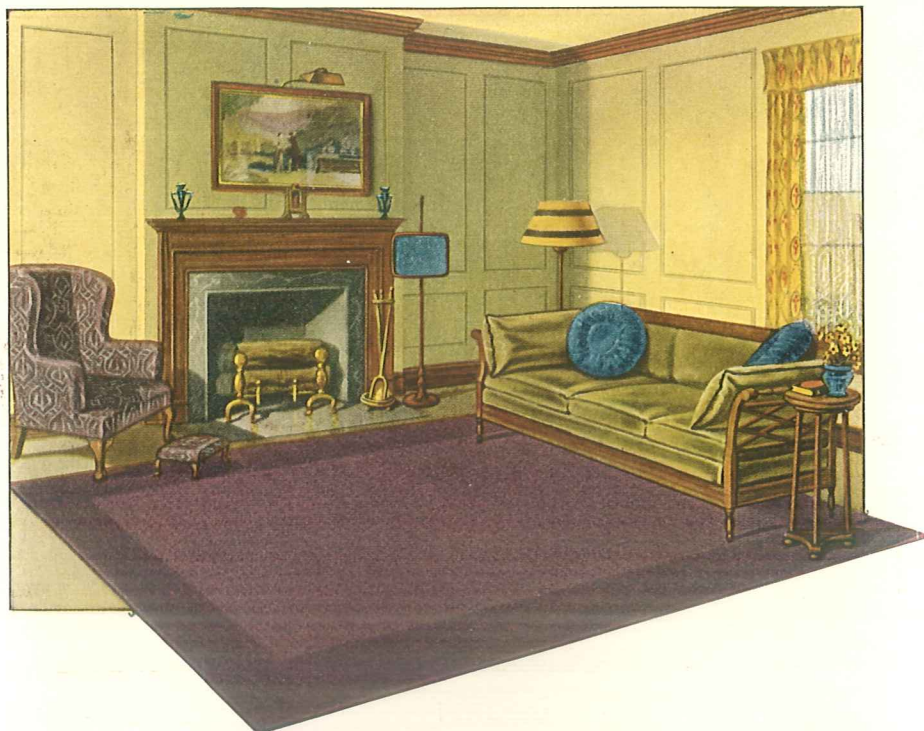
#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
30 x 54 in.	11 lbs.	\$ 4.05
36 x 63 in.	13 lbs.	4.60
4 x 6 3/4 ft.	22 1/2 lbs.	7.90
5 x 8 ft.	34 lbs.	11.70
6 x 8 ft.	36 lbs.	14.10
6 x 9 ft.	40 lbs.	15.75
7 x 9 ft.	47 lbs.	18.30
8 x 10 ft.	60 lbs.	23.35
8 x 11 ft.	66 lbs.	25.85
9 x 11 ft.	74 lbs.	29.10
9 x 12 ft.	80 lbs.	31.30
10 x 12 ft.	90 lbs.	34.85
10 x 13 ft.	97 lbs.	37.65
11 x 14 ft.	115 lbs.	45.25
12 x 12 ft.	108 lbs.	41.60
12 x 15 ft.	134 lbs.	51.95

We can weave Pattern No. 657 in any other length and width at 31c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)





**PATTERN 556—MULBERRY**  
All Sizes Reversible Seamless

Price for the **\$26<sup>30</sup>**  
8 x 10 ft. size

**P**ICTURE this fashionable two-tone mulberry rug in your own home. Consider what a satisfying change a beautiful OLSON VELVETY RUG such as this would be—a rug with soft, deep luxurious nap.

No matter what color your old material may be, no matter how faded or threadbare, we guarantee to reweave your old carpets, rugs and old clothing into beautiful, seamless new mulberry VELVETY RUGS that will delight you. We guarantee to satisfy you completely or refund all your money and pay you for your old material.

Imagine the charm that a new rug in the exquisite shade of mulberry shown above would add to your home. Like all OLSON VELVETY RUGS this rug is so woven that it will not show soil or foot marks.

With the money you save by getting an OLSON VELVETY RUG you can buy a new piece of furniture, or extra rugs.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.85
30 x 54 in.	11 lbs.	4.40
36 x 63 in.	13 lbs.	5.10
4 x 6¾ ft.	22½ lbs.	8.70
5 x 8 ft.	34 lbs.	12.90
6 x 9 ft.	40 lbs.	17.55
7 x 9 ft.	47 lbs.	20.30
8 x 10 ft.	60 lbs.	26.30
9 x 12 ft.	80 lbs.	34.95
10 x 12 ft.	90 lbs.	38.60
10 x 13 ft.	97 lbs.	41.80
12 x 12 ft.	108 lbs.	46.90
12 x 15 ft.	134 lbs.	57.90

We can weave Pattern 556 in any other length and width at 35c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



**PATTERN 956 — TAUPE**  
All Sizes Reversible Seamless

Price for the **\$26<sup>30</sup>**  
8 x 10 ft. size

**T**HIS is the beautiful new shade that is so popular. It is so ideally suited for a floor covering, that many of the finest homes today are covered **throughout** with rugs in this harmonious shade. The soft tones blend perfectly with the finest period furniture and with all color schemes, making a restful background of exceptional charm.

Picture this attractive rug in your own home! The nap is rich, deep and long-wearing, and has that soft, velvety feel underfoot.

No matter what color your old material may be, no matter how faded or threadbare, we guarantee to weave your old carpets, rugs and old clothing by the **patented OLSON Process** into a seamless **OLSON VELVETY RUG** in the beautiful new taupe shade pictured above.

Consider what a satisfying change an **OLSON VELVETY RUG** will be in the harmonizing two-tone effects demanded today for the up-to-date home. Like the fine Wiltons and Chenilles, **OLSON VELVETY RUGS** are firmly woven with a soft, smooth surface, or nap.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

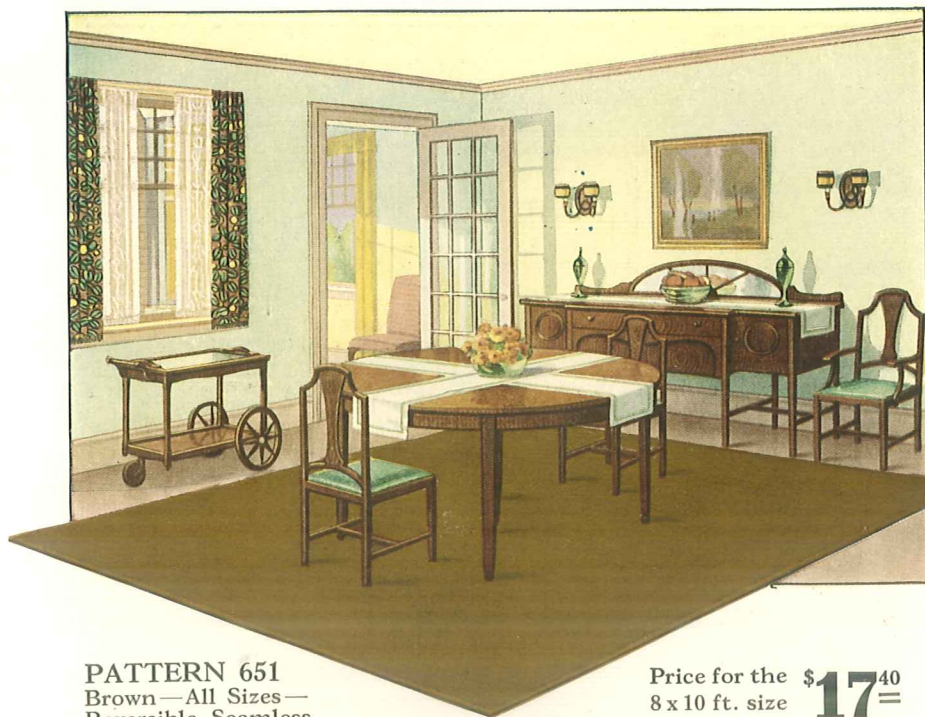
**NEW LOW PRICE LIST**

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.85
30 x 54 in.	11 lbs.	4.40
36 x 63 in.	13 lbs.	5.10
4 x 6¾ ft.	22½ lbs.	8.70
5 x 8 ft.	34 lbs.	12.90
6 x 9 ft.	40 lbs.	17.55
7 x 9 ft.	47 lbs.	20.30
8 x 10 ft.	60 lbs.	26.30
9 x 12 ft.	80 lbs.	34.95
10 x 12 ft.	90 lbs.	38.60
10 x 13 ft.	97 lbs.	41.80
12 x 12 ft.	108 lbs.	46.90
12 x 15 ft.	134 lbs.	57.90

We can weave Pattern 956 in **any other length and width** at 35c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)





**PATTERN 651**  
Brown—All Sizes—  
Reversible, Seamless

Price for the \$ **17<sup>40</sup>**  
8 x 10 ft. size

THE exquisite beauty and restful effects which are obtainable by the use of one and two-toned rugs are unattainable in any other floor covering at the disposal of the interior decorator.

A plain tone rug seemingly increases the size of the room and gives a feeling of solidity and quiet comfort that is most pleasing.

Pattern 651 is a great favorite for it goes well with practically every color scheme. It is easy to keep clean and it doesn't show soil. Colors are guaranteed fast. The close weave and depth of pile create a resilient surface which is very pleasant to walk on. OLSON VELVETY RUGS rival the high-grade Wiltons and Axminsters and yet they cost only one-half as much. Being reversible they will outwear two ordinary store rugs.

If you will send us your old carpets, rugs and old clothing, no matter how faded, threadbare or torn they may be, we guarantee to weave a new OLSON VELVETY RUG exactly as described.

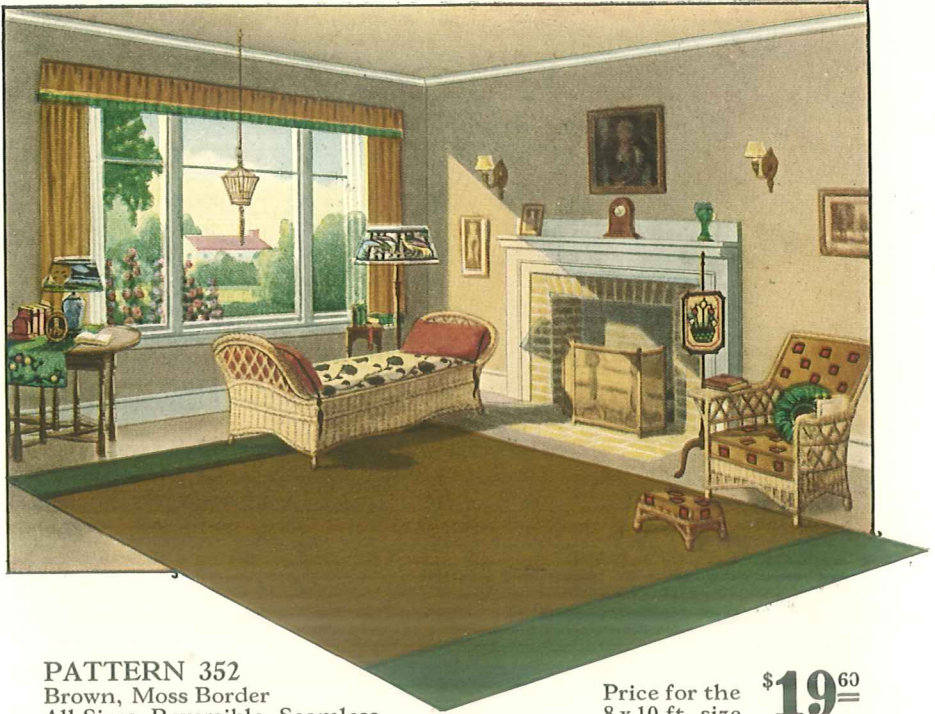
This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 1.95
30 x 54 in.	11 lbs.	2.80
36 x 63 in.	13 lbs.	3.35
4 x 6¾ ft.	22½ lbs.	5.90
5 x 8 ft.	34 lbs.	8.65
6 x 6 ft.	30 lbs.	7.70
6 x 8 ft.	36 lbs.	10.40
6 x 9 ft.	40 lbs.	11.70
7 x 7 ft.	37 lbs.	10.50
7 x 9 ft.	47 lbs.	13.40
8 x 8 ft.	48 lbs.	13.50
8 x 10 ft.	60 lbs.	17.40
8 x 11 ft.	66 lbs.	19.20
9 x 9 ft.	61 lbs.	17.25
9 x 11 ft.	74 lbs.	21.10
9 x 12 ft.	80 lbs.	23.15
10 x 10 ft.	75 lbs.	21.25
10 x 12 ft.	90 lbs.	25.75
10 x 13 ft.	97 lbs.	27.80
11 x 11 ft.	91 lbs.	25.90
11 x 14 ft.	115 lbs.	32.95
12 x 12 ft.	108 lbs.	30.90
12 x 14 ft.	125 lbs.	36.85
12 x 15 ft.	134 lbs.	38.30

We can weave Pattern 651 in any other length and width at 24c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



**PATTERN 352**  
Brown, Moss Border  
All Sizes, Reversible, Seamless

Price for the 8 x 10 ft. size **\$19<sup>60</sup>**

EVERYTHING about this room suggests cheerfulness. The furniture so tastefully designed, the sun streaming in the window, the flowers blooming outside, all carry that beautiful enthusiasm of spring.

How delightfully the brown rug with the Moss border enhances the attractiveness of this cozy room. Consider what a satisfying change this two-colored OLSON VELVETY RUG would be—it is a rug for your living-room, dining-room, bedroom, in fact every room in the home.

It is woven so that it will not show soil even when subjected to the most severe wear; and will outwear most of the costly grades of woven rugs because it is reversible.

In one week's time we will reclaim your old carpets, rugs and old clothing and weave a firmly woven rug exactly like this pattern which will always be the object of your admiration and that of your friends.

Because of their beauty, unusual durability and because they give their owners "pride of economy" OLSON VELVETY RUGS are used in thousands of the most exclusive homes. An OLSON VELVETY rivals the fine Wiltons.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

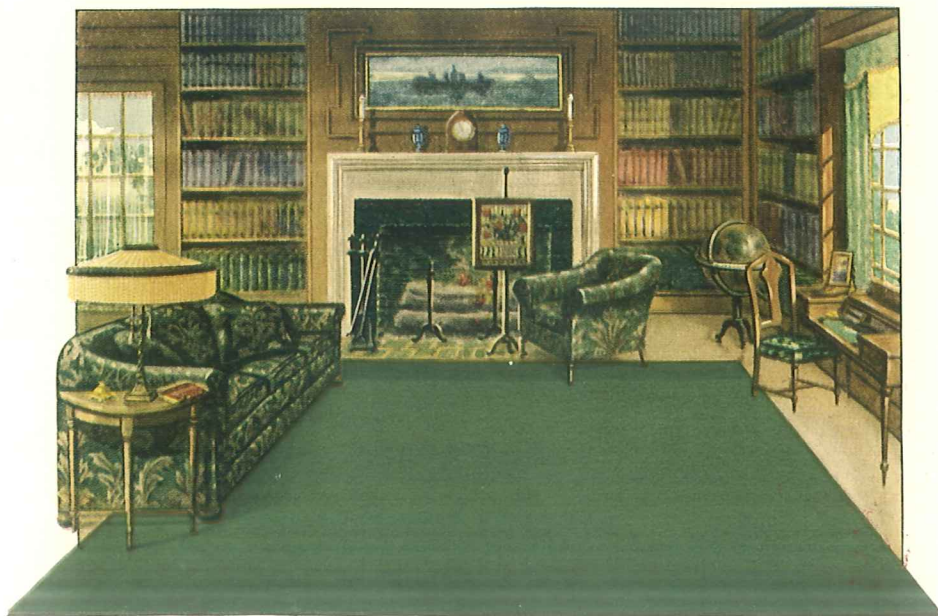
#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.25
30 x 54 in.	11 lbs.	3.25
36 x 63 in.	13 lbs.	3.85
4 x 6¼ ft.	22½ lbs.	6.70
5 x 8 ft.	34 lbs.	9.80
6 x 8 ft.	36 lbs.	11.80
6 x 9 ft.	40 lbs.	12.95
7 x 9 ft.	47 lbs.	15.15
8 x 10 ft.	60 lbs.	19.60
9 x 11 ft.	74 lbs.	23.75
9 x 12 ft.	80 lbs.	25.85

We can weave Pattern 352 in any other length and width at 28c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)





**PATTERN 452 — MOSS**  
All Sizes Reversible Seamless

Price for the 8 x 10 ft. size **\$20<sup>35</sup>**

**T**HIS attractive OLSON VELVETY RUG with its soft, elegant shades of Moss is a great favorite, and a rug that is suitable for the living-room, dining-room, bedroom—in fact every room in the home. It is closely woven with a deep luxurious nap that gives that soft, pleasant, cushion-like feel underfoot that is found only in the highest grade rugs.

Send us your old carpets, rugs and old clothing and we will reclaim the material in them and re-dye and re-weave this material into an OLSON VELVETY RUG in the beautiful Moss shade exactly as shown above. You will receive a floor covering equal in appearance to the high-grade wool Wiltons—a rug that will make a suitable background for your finest furnishings.

OLSON VELVETY RUGS are seamless, and the pattern is the same on both sides, which means that when your rug is worn on one side, simply turn it over and you have another new rug. And when you compare our prices with new store rugs you will agree that VELVETY RUGS are the greatest rug value in this country today. Read our guarantee on back cover.

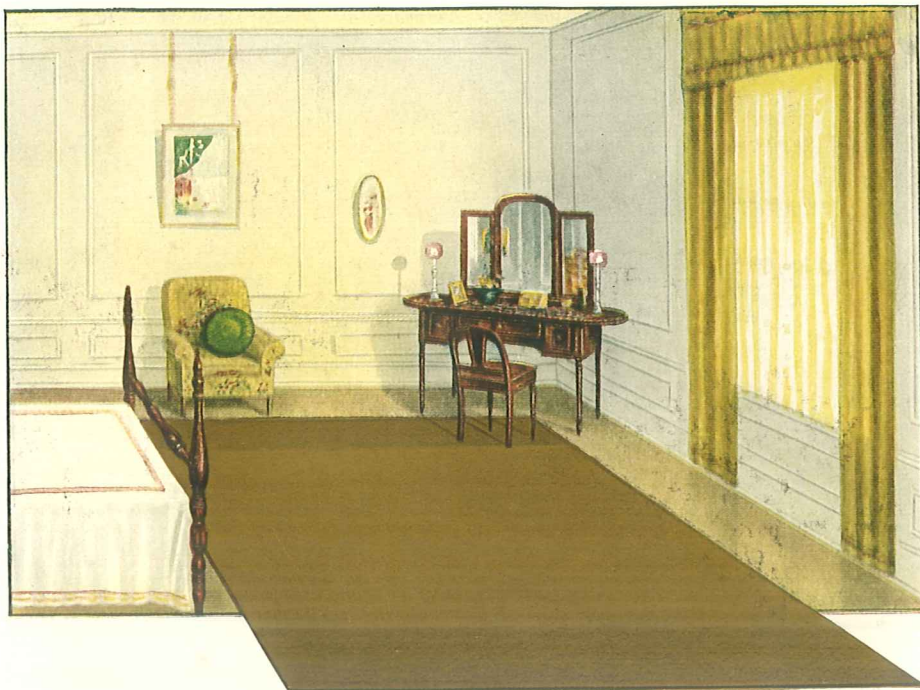
This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.35
30 x 54 in.	11 lbs.	3.30
36 x 63 in.	13 lbs.	3.90
4 x 6¼ ft.	22½ lbs.	6.80
5 x 8 ft.	34 lbs.	10.10
6 x 8 ft.	36 lbs.	12.20
6 x 9 ft.	40 lbs.	13.45
7 x 9 ft.	47 lbs.	15.70
8 x 10 ft.	60 lbs.	20.35
8 x 11 ft.	66 lbs.	22.25
9 x 11 ft.	74 lbs.	24.65
9 x 12 ft.	80 lbs.	26.75
10 x 12 ft.	90 lbs.	29.95

We can weave Pattern 452 in any other length and width at 29c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



PATTERN 652 — BROWN  
All Sizes Reversible Seamless

Price for the \$20<sup>35</sup>  
8 x 10 ft. size

THE atmosphere of inviting restfulness presented by this delightful bedroom is largely due to the attractive OLSON VELVETY RUG shown. By having your old carpets, rugs and clothing rewoven into fashionable two-tone Olson rugs, you, too, can achieve this note of perfect harmony—and actually save money besides.

Two-tone rugs give that air of refinement impossible to secure with any other floor covering. OLSON VELVETY RUGS are made in rich, tasteful colors that you can live with year in and year out and never tire of, as you do of the ordinary rugs with fancy designs.

The illustration faithfully reproduces Pattern No. 652. The light brown of the center of the rug offers just the right contrast to the end borders in the deeper shade of brown. This is an unusually popular pattern. It does not show dirt—will give long and satisfactory wear. Closely and firmly woven. Soft and pleasant to walk on. Send your order today and let us prove to you all the claims we make.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

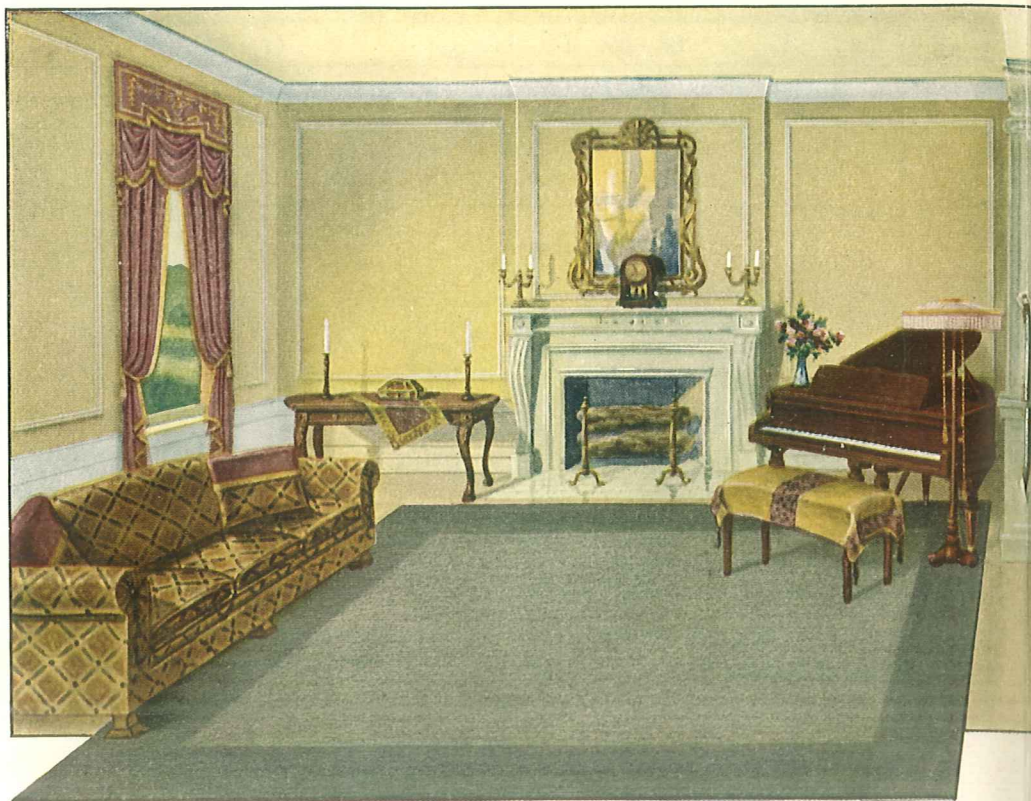
#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.35
30 x 54 in.	11 lbs.	3.30
36 x 63 in.	13 lbs.	3.90
4 x 6¾ ft.	22½ lbs.	6.80
5 x 8 ft.	34 lbs.	10.10
6 x 8 ft.	36 lbs.	12.20
6 x 9 ft.	40 lbs.	13.45
7 x 9 ft.	47 lbs.	15.70
8 x 10 ft.	60 lbs.	20.35
8 x 11 ft.	66 lbs.	22.25
9 x 11 ft.	74 lbs.	24.65
9 x 12 ft.	80 lbs.	26.75
10 x 12 ft.	90 lbs.	29.55
10 x 13 ft.	97 lbs.	32.55
11 x 14 ft.	115 lbs.	38.40
12 x 15 ft.	134 lbs.	44.90

We can weave Pattern 652 in any other length and width at 29c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)





PATTERN 856 — MOLE  
All Sizes Reversible Seamless

Price for the \$26<sup>30</sup>  
8 x 10 ft. size

“WHAT a delightful living room! What exquisite colorings!” you exclaim. The charm of this lovely room illustrates one of the many beautiful effects obtained by using rich, two-tone OLSON VELVETY RUGS. Their suitability to all rooms in the home is apparent after a glance through these pages.

Two-tone mole rugs are extremely popular. There is something distinguished and refined about this subdued floor covering one does not find in any other shade.

Because of the firm weave and depth of pile, OLSON VELVETY RUGS are adapted to rooms where hard wear is expected. They won't show the soil. By our remarkable process of reclaiming the wool and other materials in your old carpets, rugs and clothing, we have brought fashionable two-tone mole rugs within the reach of all pocketbooks.

Here is your opportunity to get a new rug that rivals the fine Wiltons for less than half the price.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.85
30 x 54 in.	11 lbs.	4.40
36 x 63 in.	13 lbs.	5.10
4 x 6¼ ft.	22½ lbs.	8.70
5 x 8 ft.	34 lbs.	12.90
6 x 9 ft.	40 lbs.	17.55
7 x 9 ft.	47 lbs.	20.30
8 x 10 ft.	60 lbs.	26.30
9 x 12 ft.	80 lbs.	34.95
10 x 12 ft.	90 lbs.	38.60
10 x 13 ft.	97 lbs.	41.80
12 x 12 ft.	108 lbs.	46.90
12 x 15 ft.	134 lbs.	57.90

We can weave Pattern 856 in any other length and width at 35c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



**PATTERN 156** — **BLUE**  
All Sizes Reversible Seamless

Price for the **\$26<sup>30</sup>**  
3 x 10 ft. size

**W**HEN you entertain guests and you gather the family together for a reunion, the dining-room is brought into unusual prominence. You want a floor covering that adds dignity and refinement. That is why we urge you to send your old carpets, rugs and old clothing to be rewoven into beautiful, blue OLSON VELVETY RUGS.

You will get a rug that is the equal of the highest grade Wilton at a price lower than the most inexpensive rug you can buy at your rug dealer's.

Observe the richness and refinement of the attractive VELVETY RUG shown above—the soft, exquisite shade of blue, and the border of a darker shade. What a perfect background it makes for the handsome, Old English period design, walnut dining-room set. OLSON VELVETY RUGS are so woven that they do not show soil.

Remember, our strong guarantee goes with every OLSON RUG. Every order completed in ONE WEEK.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.85
30 x 54 in.	11 lbs.	4.40
36 x 63 in.	13 lbs.	5.10
4 x 6¾ ft.	22½ lbs.	8.70
5 x 8 ft.	34 lbs.	12.90
6 x 9 ft.	40 lbs.	17.55
7 x 9 ft.	47 lbs.	20.30
8 x 10 ft.	60 lbs.	26.30
9 x 12 ft.	80 lbs.	34.95
10 x 12 ft.	90 lbs.	38.60
10 x 13 ft.	97 lbs.	41.80
12 x 12 ft.	108 lbs.	46.90
12 x 15 ft.	134 lbs.	57.90

We can weave Pattern 156 in any other length and width at 35c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)





**PATTERN 451 — MOSS**  
All Sizes Reversible Seamless

THE adaptability of OLSON VELVETY RUGS to halls and stairs is well illustrated by this attractive interior. The color scheme suggested above is only one of many that will give the desirable warmth and welcome to the hall as a meeting and greeting place of your guests.

Foremost interior decorators have long advocated plain and two-tone rugs as the ideal floor covering for perfect harmony. The OLSON process of reclaiming your old carpets, rugs and old clothing has brought plain and two-tone rugs within reach of all pocketbooks.

Though we show a rich Moss in the rug and stair runner above, you can easily imagine brown, mahogany, or any other color in its place. For prices on any other color than Moss, refer to the pages on which these colors are shown.

The above pattern is firmly woven, with a deep, luxurious, wear-resisting wool nap. It will wear practically as long as two store rugs. Color is guaranteed fast. You cannot lose a penny in dealing with us.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

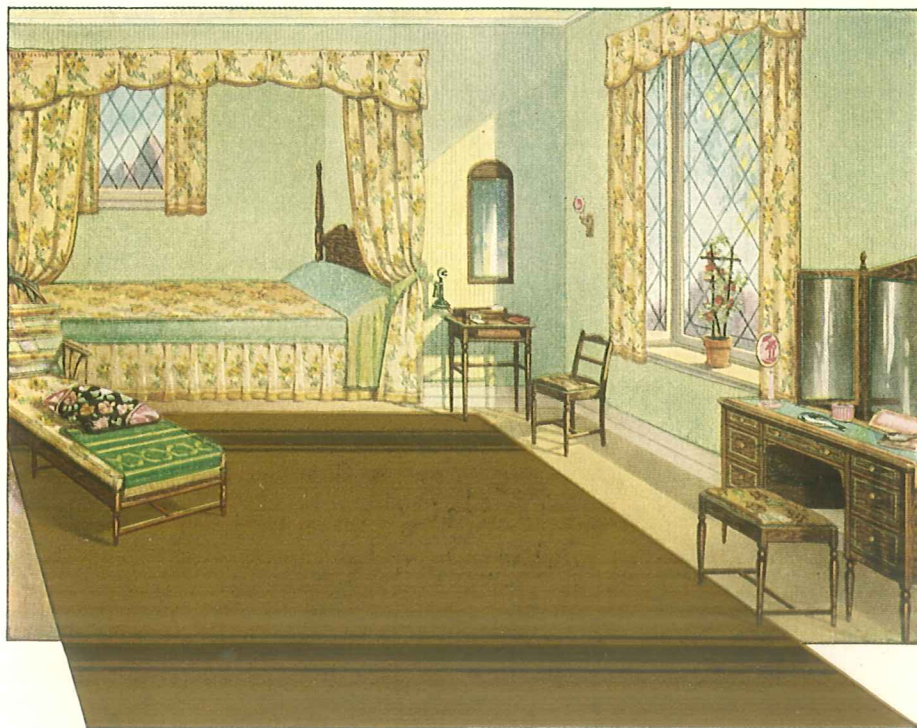
Price for the **\$17<sup>40</sup>**  
8 x 10 ft. size

**NEW LOW PRICE LIST**

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 1.95
30 x 54 in.	11 lbs.	2.80
36 x 63 in.	13 lbs.	3.35
4 x 6½ ft.	22½ lbs.	5.90
5 x 8 ft.	34 lbs.	8.65
6 x 6 ft.	30 lbs.	7.70
6 x 8 ft.	36 lbs.	10.40
6 x 9 ft.	40 lbs.	11.70
7 x 7 ft.	37 lbs.	10.50
7 x 9 ft.	47 lbs.	13.40
8 x 8 ft.	48 lbs.	13.50
8 x 10 ft.	60 lbs.	17.40
8 x 11 ft.	66 lbs.	19.20
9 x 9 ft.	61 lbs.	17.25
9 x 11 ft.	74 lbs.	21.10
9 x 12 ft.	80 lbs.	23.15
10 x 10 ft.	75 lbs.	21.25
10 x 12 ft.	90 lbs.	25.75
10 x 13 ft.	97 lbs.	27.80
11 x 11 ft.	91 lbs.	25.90
11 x 14 ft.	115 lbs.	32.95
12 x 12 ft.	108 lbs.	30.90
12 x 14 ft.	125 lbs.	36.85
12 x 15 ft.	134 lbs.	38.30

We can weave Pattern 451 in any other length and width at 24c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



**PATTERN 653 — BROWN**  
All Sizes Reversible Seamless

Price for the **\$20<sup>35</sup>**  
8 x 10 ft. size

A BEDROOM beautiful is the cherished dream of every woman. Perhaps no other room in the whole house reveals more of the discrimination and fine feeling of its occupant than does the bedroom.

Note how admirably the wide expanse of rich brown rug helps to create simplicity and charm in this bedroom. Because one and two toned rugs lend themselves so perfectly to all decorating schemes they are truly the ideal rug for up-to-date homes.

The greatest fault with the usual bedroom is that a restless treatment of floors and walls destroys the atmosphere of repose and contentment so essential.

The above pattern is a beautiful brown shade with a darker brown border. The pile is deep and rich, the surface soft and velvety. A splendid bedroom rug, though equally suited for all rooms in the home, for it is firmly woven to withstand the hardest wear. Reversible OLSON VELVETY RUGS will wear practically as long as two ordinary rugs and the cost to you is only one-half as much as one new store rug.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.35
30 x 54 in.	11 lbs.	3.30
36 x 63 in.	13 lbs.	3.90
4 x 6¾ ft.	22½ lbs.	6.80
5 x 8 ft.	34 lbs.	10.10
6 x 8 ft.	36 lbs.	12.20
6 x 9 ft.	40 lbs.	13.45
7 x 9 ft.	47 lbs.	15.70
8 x 10 ft.	60 lbs.	20.35
9 x 11 ft.	74 lbs.	24.65
9 x 12 ft.	80 lbs.	26.75
10 x 12 ft.	90 lbs.	29.95

We can weave Pattern 653 in any other length and width at 29c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



# What Our Customers Say

OVER 1,000,000 customers all over the United States are convinced that the OLSON VELVETY RUG is the greatest rug value in this country today. Surely rugs that have won the praise of so many others deserve your consideration. Unsolicited testimonials in never-ceasing flow have been our best advertisements for nearly half a century. We have received 200,000 unsolicited letters similar to the following:

## Committee Is Pleased

"The rugs are beautiful. The ladies are certainly well pleased with them. As soon as I can get enough old rugs and material gathered together I will send it to you to have more rugs made. The committee want to thank you for doing such grand work."

Braddock, Pa.

Mrs. H. P. Stewart

## Worth Twice the Price

"We are delighted with our rugs. I cannot understand how such lovely rugs can be made from those old rugs and carpets. Some of my friends are not going to wait for a catalog, but have borrowed mine. One of these being Mr. J. O. Johnson, a merchant, who says he cannot get anything nearly as good wholesale at twice the price."

Motley, Minn.

Mrs. Myrtle Akin

## A Beautiful Rug

"I wish to say that we are more than pleased with our OLSON VELVET RUG which you made for us last summer. It is very beautiful and much admired by everyone."

Wapello, Iowa

A. W. Hinderman,  
County Engineer

## Just as Represented

"I am delighted with my rugs. They are just as represented in your catalogue. Several of my neighbors have been in to see them and all are

enthusiastic in their praise and none more so than those who tried to discourage me about sending the old carpet to be made up."

Mrs. G. H. Farham, Necedah, Wis.



## Pride in Economy

"My OLSON RUGS are really beautiful and I want to thank you for making it possible for me to have them. They are much more handsome than I ever dreamed rugs could be that are made from old carpets. I am particularly pleased with the colors and I love to brag that they were made from useless old carpets, rugs and old clothing which I should otherwise have had to burn."

Cooperstown, New York

Constance C. Cooke

# Hotels, Clubs and Churches

THERE is a charm about OLSON VELVETY RUGS all their own. That is why thousands of VELVETY RUGS are now in use in the finest hotels, select clubs, private offices, churches, Y. M. C. A.'s, and public buildings throughout the country. Under the most severe conditions of wear possible for a floor covering they give daily proof of the excellence of OLSON VELVETY RUGS.

## Furnishes Entire Home



Mr. Black's Residence

polished hardwood floors they are equal to the best Orientals and far surpass, in my estimation, all types of new rugs. I expect to have the balance of my floors covered with your VELVETY RUGS."

Dallas City, Ill.

"I am more than pleased with the rugs you manufacture from old, worn-out rugs and clothing and cannot recommend them too highly to anyone desiring high quality products. As a proper floor covering for

A. H. Black

## From Florida's Show Place

"Beg to advise that the Olson Rug Company of Chicago, Ill., has done considerable work for us in remaking and overhauling our rugs. The work done by them has been most satisfactory in every way, and we have no hesitation in recommending them."

Pensacola, Fla.

San Carlos Hotel Co.

## Tribute from Y. M. C. A.

"We have been using the rugs which you made for us last year in our dormitory rooms and they have not only stood the rather heavy wear, but have held up splendidly, and retain their good appearance. We are very well pleased with them."

Marion, Ind.

Y. M. C. A.

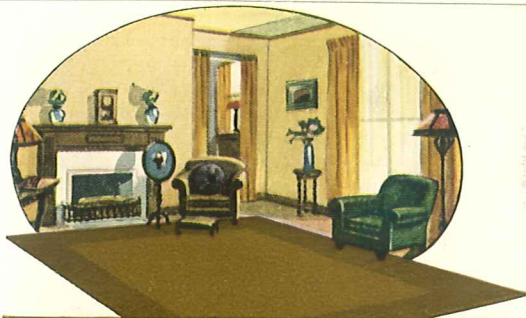
## Beautiful and Well Made

"We have been using for a number of years the Velvety Rugs you have made for us. They are very pretty and well made, and have given satisfactory service. We hope to send you another order before long."

Parkersburg, W. Va.

Parkersburg Hotel Co.

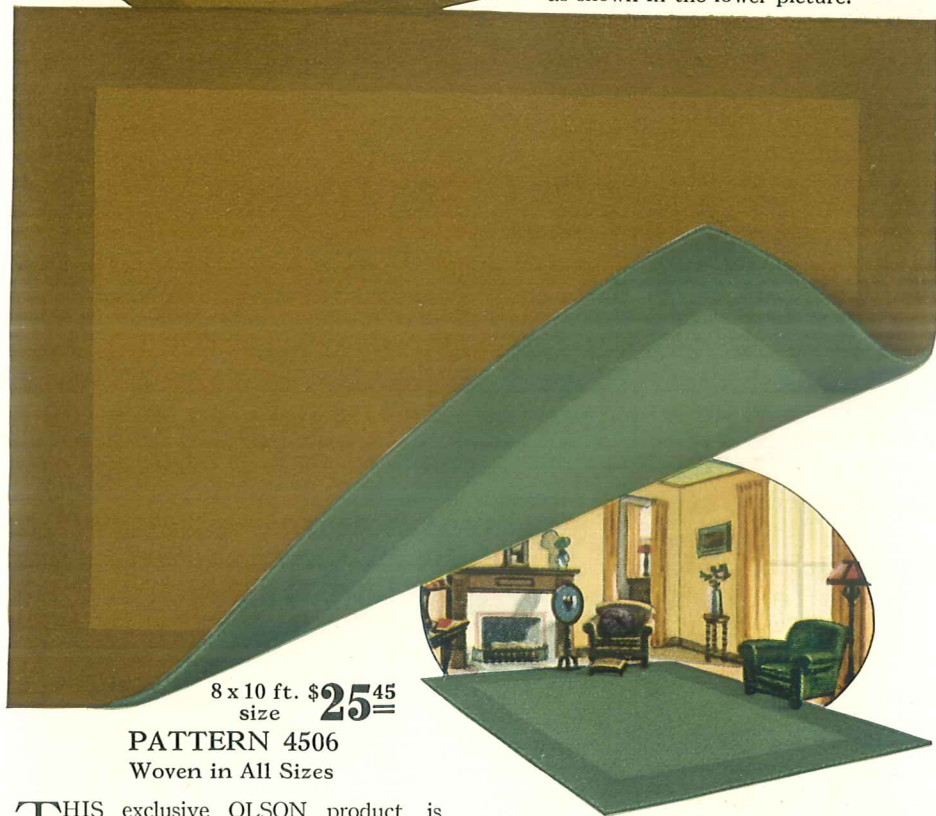
We Can Weave Rugs in Any Size and Shape to Fit Any Room



## COMBINATION RUG

Brown on One Side  
Moss on The Other

Haven't you often wished that you could completely change the color scheme of a room? Well, you now can, and without spending one extra cent, by ordering this splendid combination rug. Note how completely the living-room on the left is transformed by merely reversing the rug as shown in the lower picture.



8 x 10 ft. \$25<sup>45</sup>  
size

**PATTERN 4506**  
Woven in All Sizes

**T**HIS exclusive OLSON product is woven from your old carpets, rugs and old clothing—it is made in one piece without seams and has the deep, luxuriant pile, long-wearing qualities, and rich appearance of the high-priced imported tufted rugs, at a fraction of the cost. Colors guaranteed fast. Remember our ironclad guarantee protects you in every way. You cannot lose a penny in dealing with us.

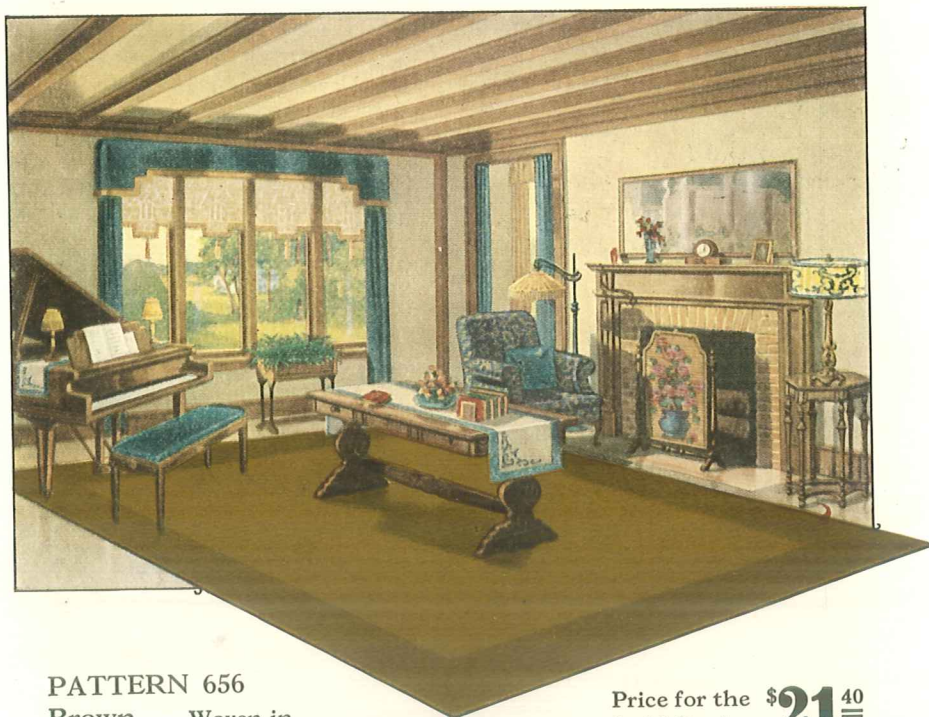
This Pattern is proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
30 x 54 in.	11 lbs.	\$ 4.30
36 x 63 in.	13 lbs.	4.95
6 x 9 ft.	40 lbs.	16.90
7 x 9 ft.	47 lbs.	19.60
8 x 10 ft.	60 lbs.	25.45
9 x 12 ft.	80 lbs.	33.95
10 x 12 ft.	90 lbs.	37.30
10 x 13 ft.	97 lbs.	40.40
12 x 12 ft.	108 lbs.	45.40
12 x 15 ft.	134 lbs.	55.95

We can weave Pattern 4506 in any other length and width at 35c a square foot. Each square foot requires a little less than 1 pound of your material.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)





**PATTERN 656**  
**Brown.** Woven in  
 All Sizes Seamless Reversible

Price for the **\$21<sup>40</sup>**  
 8 x 10 ft. size

THIS attractive two-tone brown rug is a great favorite for the living-room, dining-room, hall, and bedroom. In fact, it is equally suited for every room in the home. The center is a beautiful, lustrous light brown; the border is of a darker shade of brown that blends perfectly with the center.

Like all OLSON VELVETY RUGS, it is woven with a firm body and thick, rich pile, insuring many years of satisfactory wear. The color is guaranteed fast. The body of the rug is strong and the softness of its velvety pile makes an especially pleasant feeling under foot.

We cannot impress upon your mind too strongly that rugs of the same appearance and quality are sold by rug dealers throughout the country at prices ranging from \$60.00 to \$75.00 for room sizes.

After we have reclaimed your old material even an expert cannot tell the difference between the reclaimed wool fibres and new wool material.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

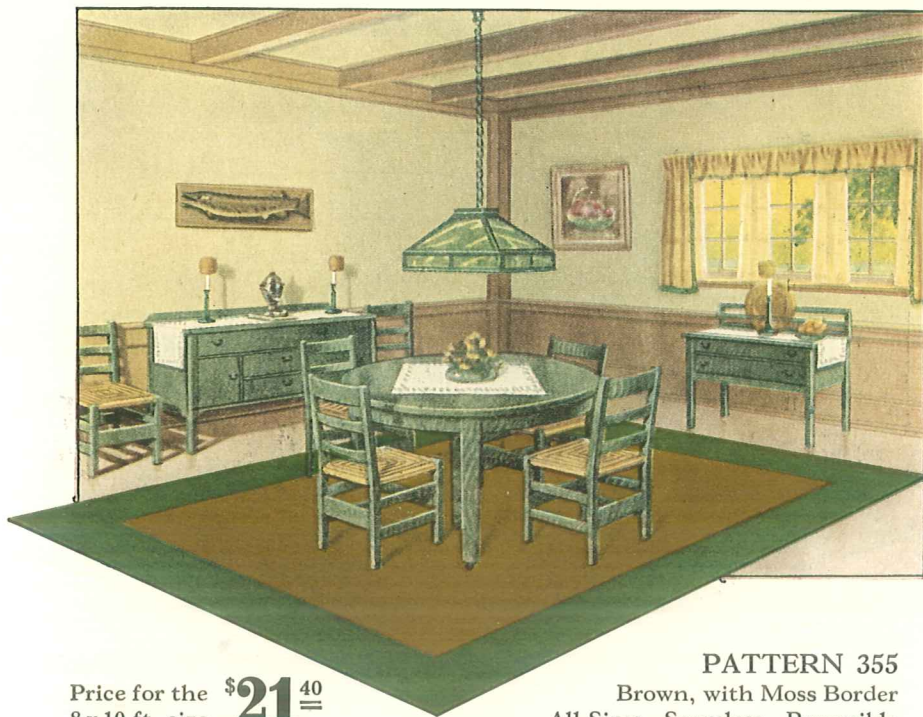
**NEW LOW PRICE LIST**

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.40
30 x 54 in.	11 lbs.	3.70
36 x 63 in.	13 lbs.	4.15
4 x 6¾ ft.	22½ lbs.	7.15
5 x 8 ft.	34 lbs.	10.60
6 x 6 ft.	30 lbs.	9.60
6 x 8 ft.	36 lbs.	12.85
6 x 9 ft.	40 lbs.	14.25
7 x 7 ft.	37 lbs.	13.15
7 x 9 ft.	47 lbs.	16.45
8 x 8 ft.	48 lbs.	16.90
8 x 10 ft.	60 lbs.	21.40
8 x 11 ft.	66 lbs.	23.55
9 x 9 ft.	61 lbs.	21.30
9 x 11 ft.	74 lbs.	25.95
9 x 12 ft.	80 lbs.	28.45
10 x 10 ft.	75 lbs.	26.55
10 x 12 ft.	90 lbs.	31.85
10 x 13 ft.	97 lbs.	34.45
11 x 11 ft.	91 lbs.	32.30
11 x 14 ft.	115 lbs.	40.95
12 x 12 ft.	108 lbs.	38.05
12 x 14 ft.	125 lbs.	44.60
12 x 15 ft.	134 lbs.	47.80

We can weave Pattern 656 in any other length and width at 30c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)

# OLSON RUG COMPANY



Price for the **\$21<sup>40</sup>**  
8 x 10 ft. size

**PATTERN 355**  
Brown, with Moss Border  
All Sizes Seamless Reversible

**T**HIS friendly dining-room owes much of its attractiveness to the harmonious OLSON VELVETY floor covering. The center of this rug is a rich shade of brown, while the wide border is a soft Moss which forms an extremely pleasing contrast. The pattern is the same on both sides—you get two new rugs for the price of one.

Like all OLSON VELVETY RUGS, it has a deep, rich pile that gives a soft, pleasant feeling under foot. Because of the tight, firm weave, this rug will wear a lifetime. Colors are guaranteed fast.

If your new rug does not come up to your expectations, we don't want you to keep it. Not only do we guarantee to refund all your money, but we will pay you for your old material. In one week we will reclaim the wool in your material and weave a rug that will win the admiration of your friends.

Let us prove to you the claims we make for OLSON VELVETY RUGS.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

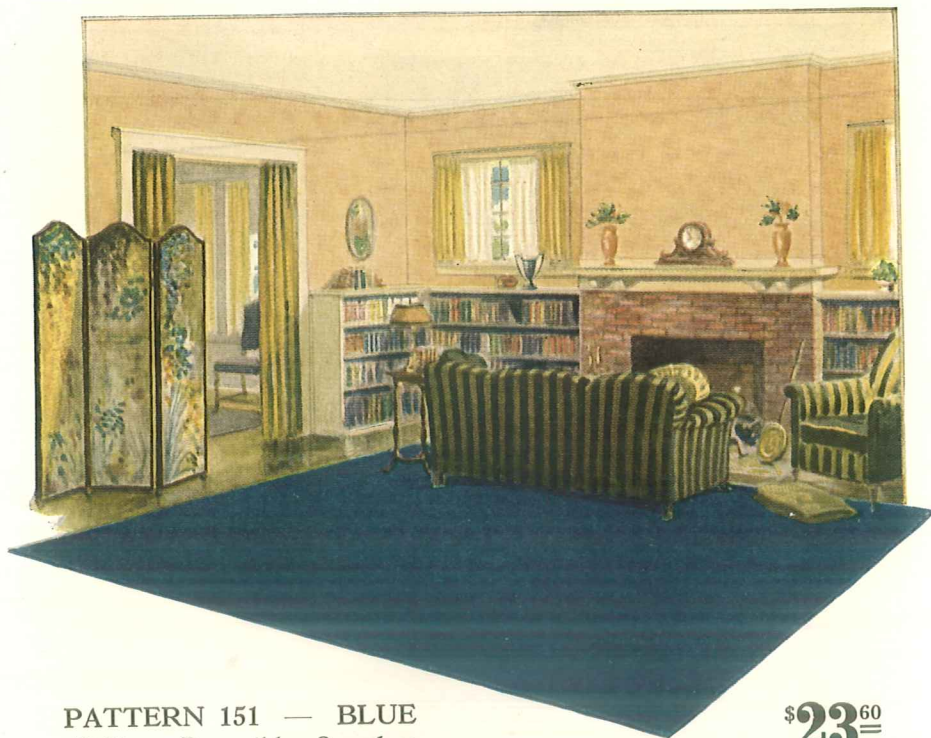
## NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.40
30 x 54 in.	11 lbs.	3.70
36 x 63 in.	13 lbs.	4.15
4 x 6¾ ft.	22½ lbs.	7.15
5 x 8 ft.	34 lbs.	10.60
6 x 6 ft.	30 lbs.	9.60
6 x 8 ft.	36 lbs.	12.85
6 x 9 ft.	40 lbs.	14.25
7 x 7 ft.	37 lbs.	13.15
7 x 9 ft.	47 lbs.	16.45
8 x 8 ft.	48 lbs.	16.90
8 x 10 ft.	60 lbs.	21.40
8 x 11 ft.	66 lbs.	23.55
9 x 9 ft.	61 lbs.	21.30
9 x 11 ft.	74 lbs.	25.95
9 x 12 ft.	80 lbs.	28.45
10 x 10 ft.	75 lbs.	26.55
10 x 12 ft.	90 lbs.	31.85
10 x 13 ft.	97 lbs.	34.45
11 x 11 ft.	91 lbs.	32.30
11 x 14 ft.	115 lbs.	40.95
12 x 12 ft.	108 lbs.	38.05
12 x 14 ft.	125 lbs.	44.60
12 x 15 ft.	134 lbs.	47.80

We can weave Pattern 355 in any other length and width at 30c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)





**PATTERN 151 — BLUE**  
All Sizes Reversible Seamless

**\$23<sup>60</sup>**

8 x 10 ft. size

THIS room fairly breathes an atmosphere of charm and contentment. Wouldn't it give you an infinite amount of pleasure to spend a few of your leisure hours each day in a surrounding of this kind? There are many features about this room that tend to make it livable, but none of more importance than the beautiful blue Olson Velvety Rug on the floor.

Blue is a very essential color in any home, and it seems to be the ambition of every house-wife to have one room in the attractive blue tones. The remarkable demand for blue OLSON VELVETY RUGS is conclusive proof of their desirability. They are splendid for the living-room, or can be used just as effectively in any other room in the home.

The firm weave and deep nap give them the same luxurious feel under foot that you find in the most expensive rugs. Due to the special OLSON Weave, Pattern 151 will stand unusual wear without showing soil. Like all VELVETY RUGS it is seamless and two-sided. When one side is worn simply turn your rug over and you have another new rug. Colors are guaranteed fast.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.65
30 x 54 in.	11 lbs.	3.95
36 x 63 in.	13 lbs.	4.70
4 x 6¾ ft.	22½ lbs.	7.95
5 x 8 ft.	34 lbs.	11.85
6 x 9 ft.	40 lbs.	15.95
7 x 9 ft.	47 lbs.	18.65
8 x 10 ft.	60 lbs.	23.60
9 x 9 ft.	61 lbs.	24.05
9 x 12 ft.	80 lbs.	31.50
10 x 12 ft.	90 lbs.	35.60
12 x 12 ft.	108 lbs.	41.95

We can weave Pattern 151 in any other length and width at 33c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



**\$23<sup>60</sup>**

8 x 10 ft. size

**PATTERN 951 — TAUPE**  
All Sizes Reversible Seamless

**T**AUPE is the fashionable new color, used in the finest floor coverings, that has won such tremendous popularity. A more sensible shade for a rug has never been used. Not only does this exquisite color lend itself to better furniture and decorations but it stands up under the most severe wear without showing soil. Taupe blends perfectly with every decorating scheme.

Note how agreeably the broad expanse of taupe color harmonizes with the walls, draperies and furniture in the living room above. We believe it is hard to find a more home-like and inviting room than this. It satisfies every detail of interior decoration.

You will be making a wise selection if you choose a taupe OLSON VELVETY RUG for any room. The popular tendency is for one and two-toned rugs that cover nearly the entire floor—to within six inches of the wall. Colors are guaranteed fast. We recommend taupe for use in every room where unusual wear is expected. The nap is deep and luxurious and firmly woven.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

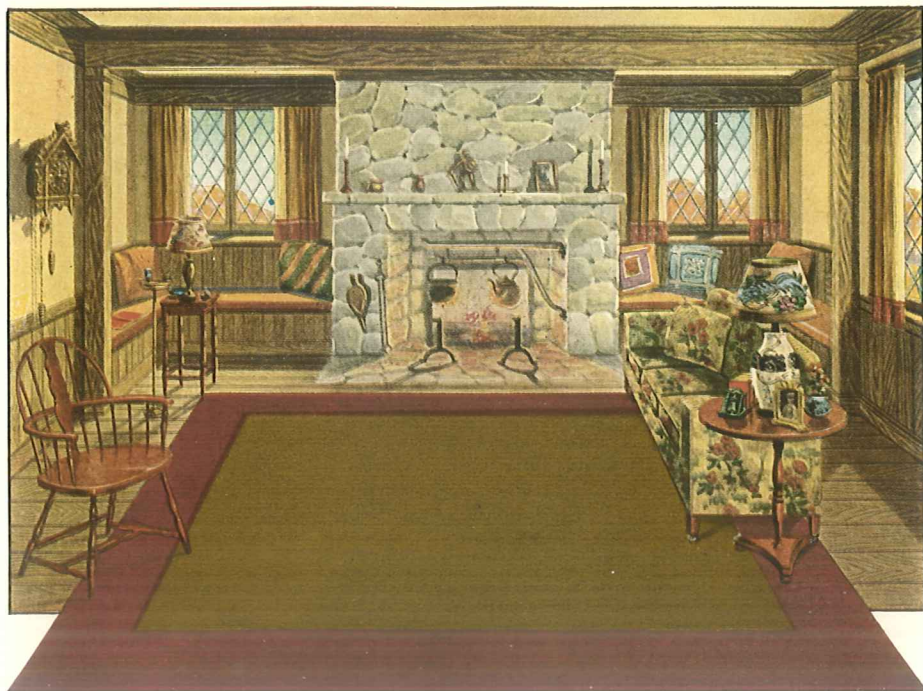
**NEW LOW PRICE LIST**

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.65
30 x 54 in.	11 lbs.	3.95
36 x 63 in.	13 lbs.	4.70
4 x 6¾ ft.	22½ lbs.	7.95
5 x 8 ft.	34 lbs.	11.85
6 x 9 ft.	40 lbs.	15.95
7 x 9 ft.	47 lbs.	18.65
8 x 10 ft.	60 lbs.	23.60
9 x 12 ft.	80 lbs.	31.50
10 x 12 ft.	90 lbs.	35.60
10 x 13 ft.	97 lbs.	38.55
12 x 12 ft.	108 lbs.	41.95
12 x 15 ft.	134 lbs.	53.35

We can weave Pattern 951 in any other length and width—at 33c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)





**PATTERN 555**—Brown, Mahogany Border. All Sizes Reversible Seamless

Price for the **\$21<sup>40</sup>**  
8 x 10 ft. size

THE admirable decorative effect secured in this quaint bungalow living-room is largely due to the OLSON VELVETY floor covering. VELVETY RUGS have an atmosphere of charm about them that you cannot secure with any other rug.

In selecting a new rug, remember that it must not be considered an isolated item in the furnishings, but it should be selected to blend with the general scheme. Note how perfectly the rug in the above room fits in.

By sending us your old carpets, rugs and old clothing, you save at least half on the price of a new rug, and you get in return, a bright, new VELVETY RUG, the equal in beauty and durability of the high-grade Wiltons and Axminsters.

Pattern 555 is the same on both sides—just like getting two rugs for the price of one. Colors are guaranteed fast. The center is a rich, lustrous brown and the border a deep, warm Mahogany that gives a very pleasing effect.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.40
30 x 54 in.	11 lbs.	3.70
36 x 63 in.	13 lbs.	4.15
4 x 6½ ft.	22½ lbs.	7.15
5 x 8 ft.	34 lbs.	10.60
6 x 6 ft.	30 lbs.	9.60
6 x 8 ft.	36 lbs.	12.85
6 x 9 ft.	40 lbs.	14.25
7 x 9 ft.	47 lbs.	16.45
8 x 8 ft.	48 lbs.	16.90
8 x 10 ft.	60 lbs.	21.40
9 x 9 ft.	61 lbs.	21.30
9 x 11 ft.	74 lbs.	25.95
9 x 12 ft.	80 lbs.	28.45
10 x 10 ft.	75 lbs.	26.55
10 x 12 ft.	90 lbs.	31.85
10 x 13 ft.	97 lbs.	34.45
11 x 11 ft.	91 lbs.	32.30
11 x 14 ft.	115 lbs.	40.95
12 x 12 ft.	108 lbs.	38.05
12 x 14 ft.	125 lbs.	44.60
12 x 15 ft.	134 lbs.	47.80

We can weave Pattern 555 in any other length and width at 30c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



PATTERN 358 — Moss, with Brown Border. All Sizes Reversible Seamless

Price for the \$21<sup>40</sup>  
8 x 10 ft. size

**T**WO-TONE rugs are no longer for the rich alone. Good taste is not a matter of expense. Because of our SPECIAL PROCESS of reclaiming the wool in your old carpets and clothing, we have made it possible for every home in this country to enjoy luxurious two-tone floor coverings.

We have brought the best in rugs within the reach of all pocketbooks. If you have priced rugs in your local stores you will realize that by sending us your old material **you can save one-half on your rug.** Where can you get a rug of equal beauty and durability at a price so low?

OLSON VELVETY RUGS are the equal of the high-priced Wiltons. In the pattern shown above, the center and outside border are a beautiful Moss; the inner border is a rich brown that blends perfectly.

One of the features of OLSON VELVETY RUGS is their luxurious, deep, soft pile or surface. VELVETY RUGS will outwear two ordinary rugs. You cannot lose a penny in dealing with us. Read our strong guarantee.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
30 x 54 in.	11 lbs.	\$ 3.70
36 x 63 in.	13 lbs.	4.15
4 x 6 $\frac{3}{4}$ ft.	22 $\frac{1}{2}$ lbs.	7.15
5 x 8 ft.	34 lbs.	10.60
6 x 8 ft.	36 lbs.	12.85
6 x 9 ft.	40 lbs.	14.25
7 x 9 ft.	47 lbs.	16.45
8 x 10 ft.	60 lbs.	21.40
9 x 12 ft.	80 lbs.	28.45
10 x 12 ft.	90 lbs.	31.85
10 x 13 ft.	97 lbs.	34.45
12 x 12 ft.	108 lbs.	38.05
12 x 15 ft.	134 lbs.	47.80

We can weave Pattern 358 in **any other length and width** at 30c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



# Three Strong Testimonials



from  
The MODERN  
PRISCILLA

A Leading  
Publication

## From The U. S. Trade Reports

"HAVING lately received many requests from interested persons regarding the best makes of rugs from old carpets, we have been investigating the subject thoroughly, and as a result are now prepared to recommend and unqualifiedly endorse the rugs manufactured by the OLSON RUG CO., of Chicago, as being by far the best on the market.

"The rugs manufactured by this establishment not only equal those offered by any other manufacturer, but in points of workmanship and finish cannot be surpassed, and no house in the country is more fully equipped to meet modern demands in this

line. They are firm believers in quality, and zealously guard the quality of their products at all times by using only the best materials and employing experienced workmen.

"The most phenomenal success with which their rugs have been introduced into new fields, and the constantly increasing demands from old customers, suggest that building trade upon quality has proved a great success.

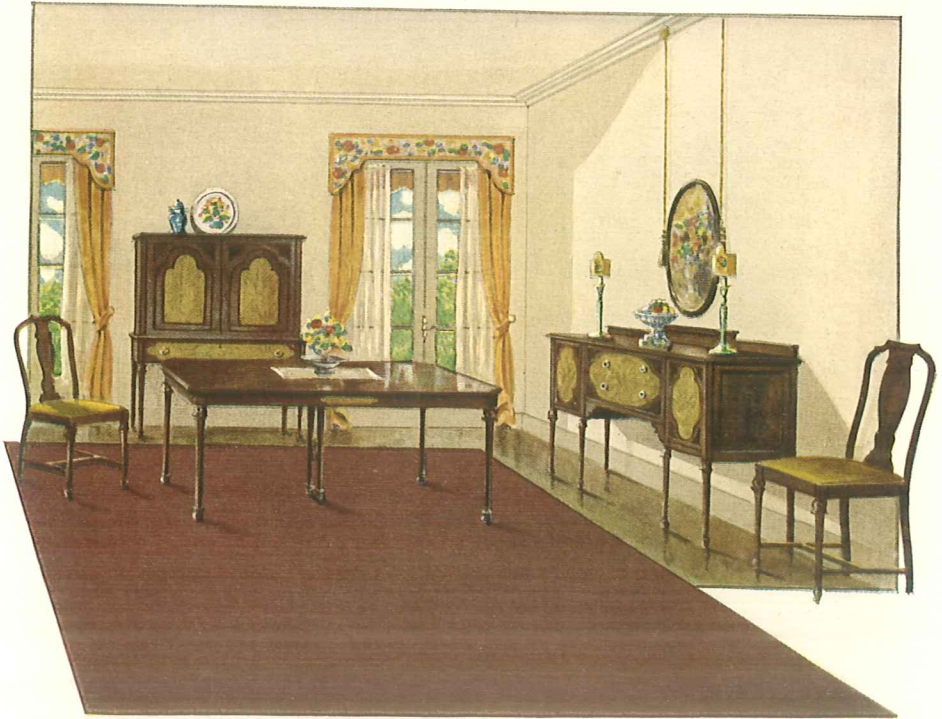
"From our observations locally, also referring the matter to our representatives in all the principal cities, we feel justified in extending our editorial commendation to the OLSON RUG CO., of Chicago."

from  
TODAY'S  
HOUSEWIFE

One of the  
foremost  
Home  
Magazines



If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



**PATTERN 251 — MAHOGANY**  
All Sizes Reversible Seamless

Price for the **\$17<sup>40</sup>**  
8 x 10 ft. size

**M**AHOGANY is the aristocrat of colors. It is an ideal shade for any room in the home. Whether it be for the dining-room where it won't show soil, or the living-room because it adds coziness to its environment or for the halls and stairway because it will stand the hardest wear, one-toned Mahogany is one of the most desirable colors.

This beautiful room strikingly illustrates the exquisite harmony that is possible to achieve with a one-toned Mahogany rug.

Just think—the OLSON Patented Process makes it possible for you to get this popular shade from your old carpets and old clothing no matter how worn or faded or what color your old material may be. Your new VELVETY rug will rival the high-grade Wilton or Axminster rugs and the cost will be only one-half as much.

Remember, our strong guarantee goes with every OLSON VELVETY RUG. Every order completed in ONE WEEK.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

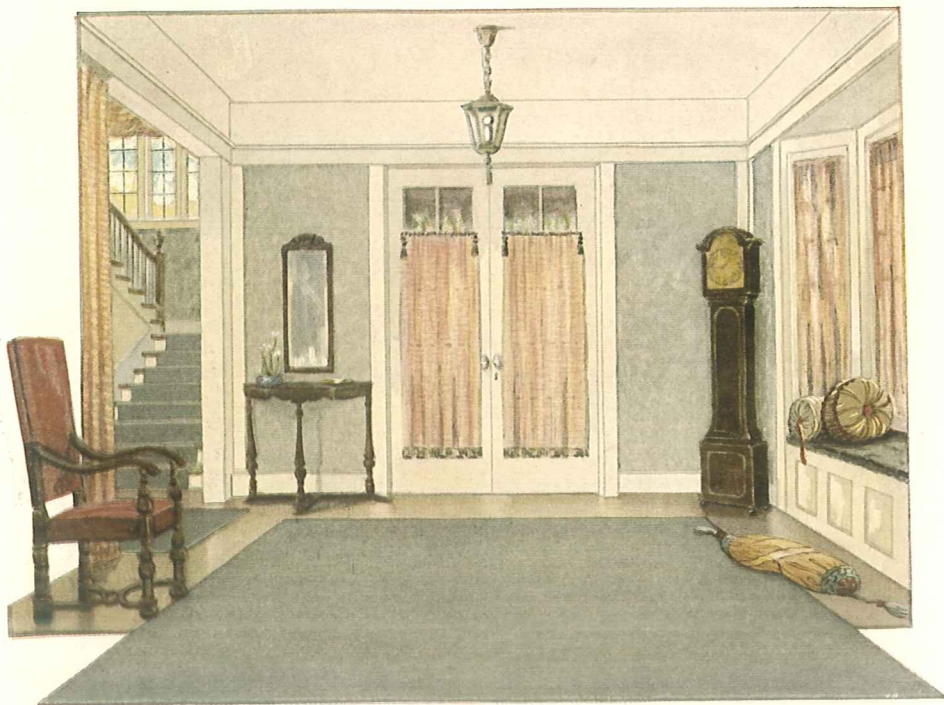
**NEW LOW PRICE LIST**

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 1.95
30 x 54 in.	11 lbs.	2.80
36 x 63 in.	13 lbs.	3.35
4 x 6¾ ft.	22½ lbs.	5.90
5 x 8 ft.	34 lbs.	8.65
6 x 6 ft.	30 lbs.	7.70
6 x 8 ft.	36 lbs.	10.40
6 x 9 ft.	40 lbs.	11.70
7 x 9 ft.	47 lbs.	13.40
8 x 10 ft.	60 lbs.	17.40
8 x 11 ft.	66 lbs.	19.20
9 x 9 ft.	61 lbs.	17.25
9 x 11 ft.	74 lbs.	21.10
9 x 12 ft.	80 lbs.	23.15
10 x 10 ft.	75 lbs.	21.25
10 x 12 ft.	90 lbs.	25.75
10 x 13 ft.	97 lbs.	27.80
11 x 11 ft.	91 lbs.	25.90
11 x 14 ft.	115 lbs.	32.95
12 x 12 ft.	108 lbs.	30.90
12 x 14 ft.	125 lbs.	36.85
12 x 15 ft.	134 lbs.	38.30

We can weave Pattern 251 in any other length and width at 24c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)





**PATTERN 851 — MOLE**  
All Sizes Reversible Seamless

Price for the **\$23<sup>60</sup>**  
8 x 10 ft. size

AS YOU enter this room from the outside, you are instantly impressed with a feeling of simple dignity. The perfect harmony of the room indicates at once that the occupants are people of refinement and excellent taste.

This atmosphere has been achieved for the most part by using a one-tone Mole Velvety Rug. Its soft, neutral shade blends perfectly with every article of decoration. Due to the special OLSON weave the Mole rug will not show soil even when subjected to the hardest kind of wear.

Send us your old carpets, rugs and old clothing, no matter how worn or threadbare they may be or what color, and in one week's time you will get a rug in the beautiful Mole color exactly like the above. The deep, luxurious nap will delight you.

Somehow, a plain Mole rug appears to increase the size of the room.

You cannot lose a penny. Our strong guarantee protects you in every way.

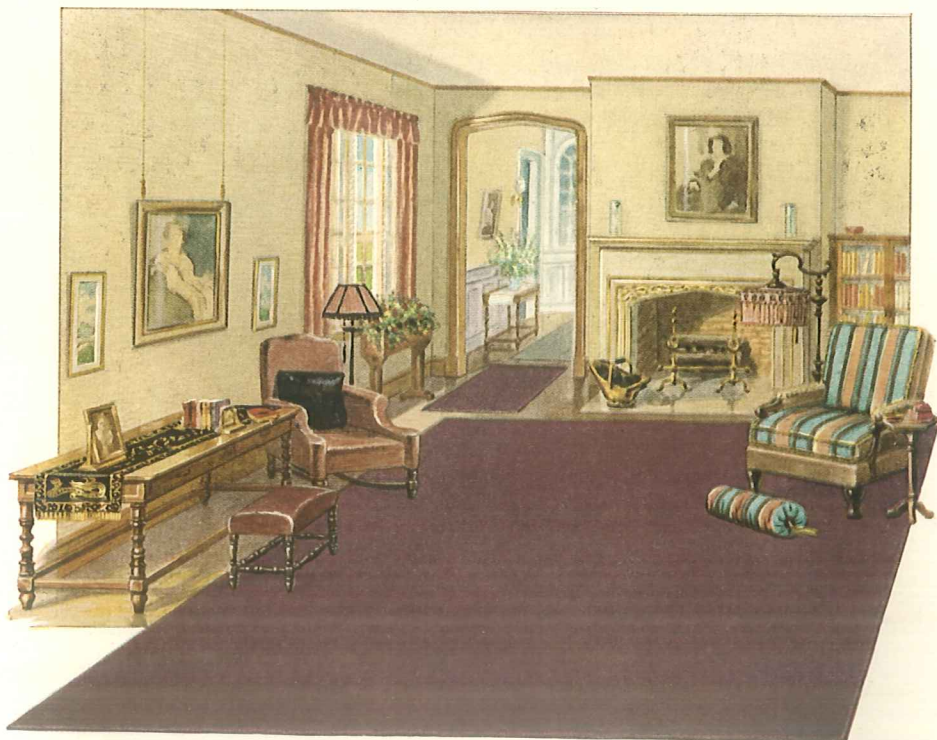
This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

#### NEW LOW PRICE LIST

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.65
30 x 54 in.	11 lbs.	3.25
36 x 63 in.	13 lbs.	4.70
4 x 6¾ ft.	22½ lbs.	7.5
5 x 8 ft.	34 lbs.	11.85
6 x 9 ft.	40 lbs.	15.95
7 x 9 ft.	47 lbs.	18.65
8 x 10 ft.	60 lbs.	23.60
9 x 12 ft.	80 lbs.	31.50
10 x 12 ft.	90 lbs.	35.60
10 x 13 ft.	97 lbs.	38.55
12 x 12 ft.	108 lbs.	41.95
12 x 15 ft.	134 lbs.	53.35

We can weave Pattern 851 in any other length and width—at 33c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a Pound (What It Costs Us)



**PATTERN 551 — MULBERRY**

All Sizes Reversible Seamless

Price for the 8 x 10 ft. size **\$23<sup>60</sup>**

**T**HE OLSON Patented Process makes it possible for you to get this magnificent Mulberry rug woven from your old carpets, rugs and old clothing regardless of how worn or threadbare they may be or what color.

A one-toned Mulberry rug will impart a feeling of quiet luxury and refinement to any room.

We believe that we have accomplished much in being able to offer you an OLSON VELVETY RUG in this exquisite Mulberry shade. As you know, this regal color is found only in the very finest rugs.

An OLSON Mulberry rug will dress up any room in which it is used, and it is recommended for any room in the home. Like all VELVETY RUGS the nap is deep and luxurious and has that soft, resilient feel under foot.

This Pattern is appropriate for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

**NEW LOW PRICE LIST**

REGULAR SIZES	Amount of Material You Should Send	Weaving Price
27 x 36 in.	7½ lbs.	\$ 2.65
30 x 54 in.	11 lbs.	3.95
36 x 63 in.	13 lbs.	4.70
4 x 6¼ ft.	22½ lbs.	8.00
5 x 8 ft.	34 lbs.	11.85
6 x 9 ft.	40 lbs.	15.95
7 x 9 ft.	47 lbs.	18.65
8 x 10 ft.	60 lbs.	23.60
9 x 12 ft.	80 lbs.	31.50
10 x 12 ft.	90 lbs.	35.60
10 x 13 ft.	97 lbs.	38.55
12 x 12 ft.	108 lbs.	41.95
12 x 15 ft.	134 lbs.	53.35

We can weave Pattern 551 in any other length and width at 33c a square foot. Each square foot requires a little less than 1 pound of your material. HALL RUNNERS 27 and 30 inches figured same as 36 inches wide.

If You Lack Enough Old Material, We Will Furnish New Wool Stock at 15c a pound (What It Cost Us)





# How to Order—It's Easy

Ordering rugs by mail is the natural and most convenient way. In the quiet and seclusion of your own home, undisturbed by store surroundings, you can select, without hurry, just the rug you want.

Write your order on the enclosed order blank. Then simply tie up your old carpets, rugs and old clothing in a roll, or bundle, just as they are, attach one of our tags with your name and address on it, and send the bundle over to your freight depot, or have the expressman or postman call at your door. We do the rest.

## We Pay Freight, Express or Parcel Post—

—on all shipments of material from the following states, provided the order amounts to \$9.00 or more (see order blank). Though we do not pay shipping charges on orders that are less than \$9.00 we give these smaller orders the same careful attention as larger ones.

Alabama	Maine	North Dakota
Arkansas	Maryland	Ohio
Colorado	Massachusetts	Oklahoma
Connecticut	Michigan	Pennsylvania
Delaware	Minnesota	Rhode Island
Florida	Mississippi	S. Carolina
Georgia	Missouri	South Dakota
Illinois	Montana	Tennessee
Indiana	Nebraska	Texas
Iowa	New Hampshire	Vermont
Kansas	New Jersey	Virginia
Kentucky	New York	W. Virginia
Louisiana	N. Carolina	Wisconsin

## We Also Pay Freight—

—on shipments of old material from the following states, if 65 pounds or more are sent. On shipments less than 65 pounds we will pay one-half the transportation charges.

Arizona	Nevada	Utah
California	New Mexico	Washington
Idaho	Oregon	Wyoming

Ship your bundle to us COLLECT, or prepay the charges and you will be given credit for this amount. The customer is expected to pay shipping charges on the finished rugs—this does not amount to very much; on an average it will be about \$1.00 for two 9 x 12 rugs.

## All Orders Completed in One Week

We guarantee the safe delivery of your new rugs. Send your order by mail—never inside the bundle.

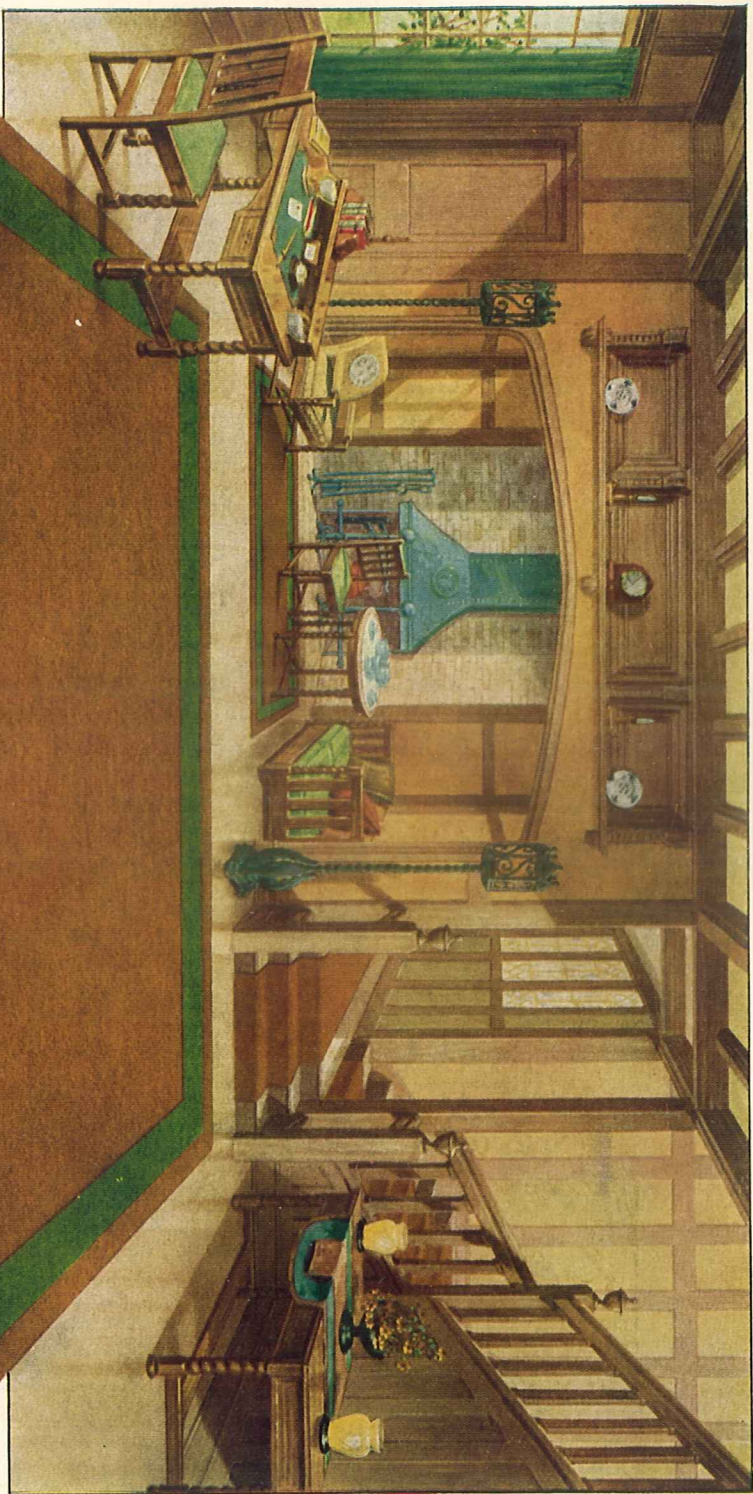
## Send No Money

It is not necessary to send any money with your order. When your rugs are finished we will notify you. In remitting, send Bank Draft, Express or Postal Money Order or Cash by Registered Letter, or Personal Check. If you live on a rural route, your carrier will buy a money order for you.

**Our References:** We refer you to any bank in Chicago. Our best references are our customers, over one million.

We Can Weave Rugs in ANY SIZE and SHAPE to Fit Any Room





Picture this beautiful rug in your own home. Like the fine Wiltons, the nap or surface is soft, deep and luxurious. Being reversible it will almost outwear two ordinary rugs. This pattern is appropriate for your parlor, living-room, dining-room, hall, stairs or bedrooms.

# PATTERN 658

Brown With Green Border

All Sizes, Reversible, Seamless

Price for the **\$21<sup>40</sup>**  
8 x 10 ft. size

HALF RUNNERS 27 and 30 inches figured same as 36 inches wide.

SIZES	Material Needed	PRICE	SIZES	Material Needed	PRICE
30 x 54 in.	11 lbs.	\$ 3.70	8 x 10 ft.	60 lbs.	\$21.40
36 x 63 in.	13 lbs.	4.15	9 x 12 ft.	80 lbs.	28.45
4 x 6 1/2 ft.	22 1/2 lbs.	7.15	10 x 12 ft.	90 lbs.	31.85
5 x 8 ft.	34 lbs.	10.80	11 x 13 ft.	97 lbs.	34.45
6 x 8 ft.	36 lbs.	12.35	12 x 12 ft.	108 lbs.	38.05
6 x 9 ft.	40 lbs.	14.25	12 x 15 ft.	134 lbs.	47.80
7 x 9 ft.	47 lbs.	16.45			

We can weave Pattern 658 in any other length and width at 30c a square foot. Each square foot requires a little less than 1 pound of your material.



## Our Guarantee

WE GUARANTEE to weave new OLSON VELVETY RUGS from your old carpets, rugs and old clothing, exactly as represented in this catalogue. We guarantee complete satisfaction. OLSON VELVETY RUGS must prove right by the test of wear. Use them on your own floors—walk on them—examine them carefully—get the opinion of your friends. Then, if for any reason, you do not think that your VELVETY RUGS are the biggest rug value you ever had for your money, return them within a week at our expense, and we will refund every penny you have paid and pay you from 3 to 10 cents a pound for your old carpets, rugs and old clothing. We insist on pleasing our customers. You cannot lose a penny in dealing with us.

**Olson Rug Company**

28-40 Laflin Street.

Chicago, Illinois.

